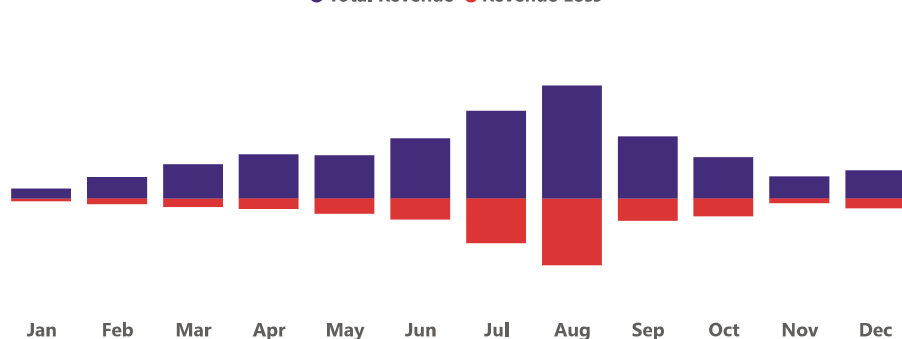


Hotel Summer Booking Dashboard (Deep insight on July and August 2016)

Total Revenue Made by Revenue lost on a monthly basis

● Total Revenue ● Revenue Loss

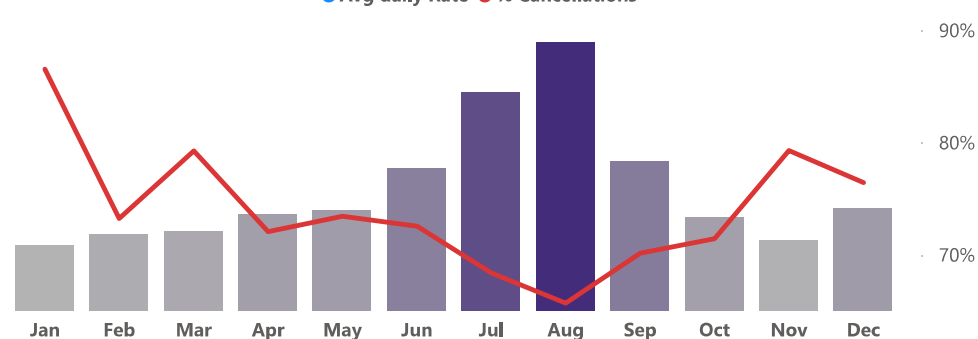


There is an increase in **revenue** in July and August but also **lost to cancellations** were lost to **cancellation** in July and August

-991.18K

Avg dailt Rate and Cancellations by Month

● Avg daily Rate ● % Cancellations



Good news the **Average Daily Rate** is higher in July and August with low cancellation. We have **high cancellation** in Jan, Mar & Nov

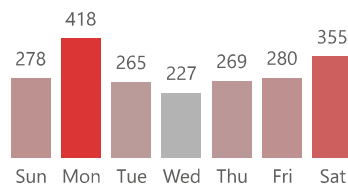


Key Recommendations

What can we do?

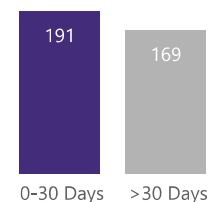
- . We can over booked the summer month reservation, with that we can reduce cancellations
- . Focus more on the booking between 0-30 days during the summer period (July & August)
- . Reducing the average daily rate might reduce cancellations

Cancellations by weekdays



Higher cancellation falls between Monday & Saturday

Avg daily Rate ormed



Summer booking within 30 days have **high cancellation**, it might be affected by the **high Average daily rate**

Cancellation Rate

